

**GOALS AND OBJECTIVES  
INDIANA WIC PROGRAM  
FISCAL YEAR 2012**

**GOAL I. The State Agency will maintain integrity and quality assurance standards for vendor management.**

**Assessment:** Through continued use of WISE generated reports and banking system information, the State Agency staff will ensure that vendor quality assurance standards will be maintained at the highest levels.

**Objective 1:** Ensure WIC participants have access to WIC foods through a retail food delivery system.

**Functional Area:** Vendor and Farmer Management, Food Delivery/FI/ CVV Accountability and Control.

[Cross-reference: 7CFR246.12]

**Action Plan:**

1. Select and authorize additional retail stores.
2. Ensure local agencies are annually trained on current vendor management policies and procedures, WIC approved foods, redemption procedures, and other program requirements.
3. Monitor all authorized vendors to ensure program requirements are met including the proper redemption of all food instruments.
4. Complete price surveys to establish accurate food edits. Assess if a three-month rolling average price process in WISE is more accurate.
5. Review and update local agency vendor management on a biannual basis to determine compliance with the State Agency's policies and procedures. Recommend corrective actions as needed and require appropriate written responses to recommendations.
6. Record all vendor related activities in WISE for TIP reporting requirements.
7. Conduct compliance buys to ensure program integrity.
8. Prepare for the planning of EBT by attending informational conferences; contact states that have implemented EBT; and begin conversations with ISDH management, clinic staff, and retail stores.
9. Participate in EBT planning grant objectives.

**Means for Evaluation:** Objective 1 will be measured by successful completion of each Action Plan component as determined by task completion, WISE reports, Local Agency Vendor Management Reviews, and compliance buy results.

**GOAL II: The State WIC Agency will ensure consistent quality of Local Agency WIC Program services and management.**

**Objective 1:** Assist Local Agency WIC Programs in maintaining caseload and improving Program services.

**Functional Area:** Organization and Management.  
[Cross-reference: 7CFR246.19]

**Action Plan:**

1. Review each Local Agency WIC Program biannually in all areas including vendor reviews, financial reviews, and nutrition and client services using the Local Agency Review Form for clinic services.
2. Provide Local Agency WIC Programs access to data reports and monitor caseload.
3. Assess Local Agency WIC Program Publicity and Outreach Plans to facilitate reaching all potential applicants and high-risk populations.
4. Assess Local Agency WIC Program projects to educate and train staff on providing quality customer service to WIC participants.

**Means for Evaluation:**

Objective 1 will be measured by evaluation of the local agency's performance using the Local Agency Review Form, participant surveys completed by nutrition consultants, budget applications, and WISE caseload reports.

**GOAL III: The State Agency will ensure that Local Agency WIC Programs maintain integrity and quality assurance standards for nutrition education, clinic operations, business service operations, vendor management compliance, and program administration in compliance with State and Federal policy.**

**Assessment:** To improve the quality of WIC services provided by the local agencies to WIC customers in the areas of nutrition, clinic services, and program management, the State Agency will increase technical assistance to Local Agency WIC Programs through training and on-site visits.

**Objective 1:** Increase technical assistance and support to Local Agency WIC Programs to assist them in maintaining and improving quality services.

**Functional Area:** Nutrition Services and Administration; Nutrition Services; Vendor and Farmer Management; Caseload Management; Certification, Eligibility, and Coordination of Services; and Civil Rights.

[Cross-reference: 7CFR 246.11 (c) and (d)]

**Action Plan:**

1. Provide the following training session for local agency staff:
  - a. Two-day General Orientation Training, Four sessions per year.
  - b. Two-day Nutrition Education Orientation, three sessions per year.
  - c. Two-day Coordinator Nutrition Orientation, individual.
  - d. One-day Coordinator Finance Orientation.
  - e. One-day Breastfeeding Coordinator Training, two sessions per year.
  - f. Five-day Lactation Specialist Training, two sessions per year.
  - g. One-day Lactation Skills Lab, two sessions per year.
  - h. One-half day Building Bridges for Breastfeeding Duration, six sessions per year.
  - i. One-day Grow and Glow Training, one session.
  - j. Three-day IBCLC Exam Cram Course, one session.
  - k. One-day Advanced Lactation Seminar, one session.
  - l. Quarterly one-day Regional trainings.
  - m. One-day Vendor Training for New Coordinators.
  - n. One-day Vendor Training Update for Coordinators.
  - o. Civil Rights.
2. Provide Local Agency WIC Programs timely and updated state and federal policies and procedures and system and programmatic changes related to the ISDH WIC Program or USDA.
3. Provide technical assistance to all local agencies in the areas of nutrition, clinic services, and program management.

**Means of Evaluation:** Objective 1 will be evaluated based on completion of the Action Plan components.

**Objective 2:** Continue to support the process of “VENA: Revitalizing Nutrition Education” within the Indiana WIC Program.

**Functional Area:** Nutrition Services.

[Cross-references: 7CFR236.11(d)(2)]

**Action Plan:**

1. Continue the implementation of the Nutrition Education Plan objectives that promote VENA.
2. Maintain and encourage the counseling strategies for VENA through staff observations during Comprehensive Reviews.
3. Change clinic environments to promote participant-centered encounters in a comfortable and friendly atmosphere.

**Means of Evaluation:** Objective 2 will be measured by successful completion of each Action Plan component as determined by task completion, Local Agency Comprehensive Reviews, and evaluation based on the local agency objective results for nutrition education compliance.

**Objective 3:** Encourage the consumption of fresh and frozen fruits and vegetables through nutrition education and good purchasing practices.

**Functional Area:** Nutrition Services, Food Funds Management.  
[Cross-reference: 7CFR246.11]

**Action Plan:**

1. Encourage local agencies to follow up with participants at check issuance regarding their cash value voucher shopping experiences.
2. Work with vendors to increase their understanding of CVV usage.
3. Assist local agencies with educating families about fresh fruits and vegetables by providing Sesame Street Cookbooks and NWA Kits.
4. Provide Local Agency WIC Programs *Reggie and the Veggies* DVDs to encourage fruit and vegetable consumption and exercise.

**Means for Evaluation:** Participants will be issued new food packages and will receive appropriate education based on completion of each Action Plan component.

**Objective 4:** Monitor all NSA Expenditures to ensure sound fiscal policy.

**Functional Area:** Nutrition Services Administration, Organization, and Management.  
[Cross-reference: 7CFR246.13]

**Action Plan:**

1. Perform biannual financial reviews of all Local Agencies.

2. Provide on-site WIC finance training to all new WIC Coordinators.
3. Provide ongoing technical assistance to Local Agencies regarding budgets, expenditures, and fiscal issues.
4. Perform monthly monitoring of Local Agency expenditures through ACIS.
5. Revise budgets throughout fiscal year to assure proper allocation and expenditure of funds.
6. Provide access to an asset tracking system and require updating from WIC Coordinators.

**Means of Evaluation:** Objective 3 will be evaluated based on the completion of the Action Plan components.

**Goal IV: The State Agency will ensure that all potential WIC applicants within Indiana have access to services and are aware of Program benefits and accessibility.**

**Assessment:** Increasing and maintaining caseload is a priority. The State will develop outreach strategies to expand services to target potentially eligible clients in special population groups including the homeless, migrants, minorities, disabled, rural, and unemployed.

**Objective 1:** To increase participation rates at all local agency clinics.

**Functional Area:** Caseload Management, Organization, and Management.  
[Cross-reference: 7CFR246.7]

**Action Plan:**

1. Assign local agencies caseloads for FY 2012 based on a 5-month average (Oct. 2010 through Feb. 2011) caseload.
2. Provide technical assistance to local agencies to assist them in maintaining caseload.
3. Adjust funding levels according to caseload growth or reduction.
4. Seek approval for marketing plan projects that encourage public awareness of WIC to eligible women, infants, and children.
5. Continue to provide outreach to potential applicants through advertising the toll-free statewide Family Helpline, and respond to inquiries the Family Helpline receives.

6. Provide a WIC exhibit at the annual Black and Minority Health Fair and other appropriate conferences.
7. Increase education and information provided on the ISDH WIC website.
8. Develop social marketing outreach program.

**Means of Evaluation:** Objective 1 will be measured by the percentage of caseload growth or reduction in FY 11 by participant category and race/ethnicity.

**Objective 2:** Expand services to target special population groups.

**Functional Area:** Certification, Eligibility, and Coordination of Services.

[Cross-references: Americans with Disabilities Act; 7CFR246.7(m); 246.7(c)(ix); 246.8(c)(3)]

**Action Plan:**

1. Continue to develop and distribute bilingual (Spanish and Burmese) outreach, nutrition education, and operational materials for use in WIC clinics.
2. Continue to encourage local agencies to hire bilingual (Spanish and Burmese) staff to meet the need for more effective communication and provide second Nutrition Education class contacts.
3. Contract with Language Line and Indy Translation to provide certified face-to-face interpretation and telephonic and written translation services.

**Means of Evaluation:** Objective 1 will be evaluated based on an increase or reduction in minority caseload by category and race/ethnicity. Survey participants through WIC clinics to assess if interpretation and translation services are effective.

**GOAL V: The State Agency will expand breastfeeding promotion and support activities to increase the proportion and duration of mothers who breastfeed their babies.**

**Assessment:** Healthy People 2020 National Health Promotion and Disease Prevention sets forth the objective of increasing to at least 81.9% the proportion of mothers who breastfeed their babies in the early postpartum period and to at least 60.6% the proportion who continue breastfeeding for six months, and 34.1% for one year. Furthermore, 46.2% of infants will be exclusively breastfed until three months of age and 25.5% will be exclusively breastfed through six months of age.

**Objective 1:**

Provide culturally appropriate breastfeeding promotion and educational materials.

**Functional Area:** Nutrition Services, Organization, and Management.

[Cross-references: Healthy People 2020, Breastfeeding; the USDA Midwest Region Policy Memo #91-6 dated January 30, 1991. WIC Nutrition Services Standards, USDA, Nov. 2001]

**Action Plan:**

1. WIC clinics will provide culturally appropriate breastfeeding materials. At least one promotional and one instructional material will be offered at all times in the waiting rooms. Other WIC approved videos, booklets, and pamphlets will be available for classes and individual instruction.

**Means of Evaluation:** Objective 1 will be measured through local agency visits by Breastfeeding Committee members within their assigned region.

**Objective 2:** Provide breastfeeding supplies as needed to promote duration rates.

**Functional Area:** Organization and Management, Nutrition Services, and Nutrition Services Administration.

[Cross-references: Healthy People 2020, Breastfeeding; the USDA Midwest Region Policy Memo #91-6 dated January 30, 1991. WIC Nutrition Services Standards, USDA, Nov. 2001]

**Action Plan:**

1. WIC clinic staff will be trained on the proper use of breast pumps.
2. Breast pumps and supplies will be distributed and accounted for according to policies and procedures.

**Means of Evaluation:** Objective 2 will be measured by the completion of the Action Plan component.

**Objective 3:** Provide training and continuing education to WIC staff on breastfeeding promotion and support.

**Functional Area:** Organization and Management, Nutrition Services, and Nutrition Services Administration.

[Cross-references: Healthy People 2020, Breastfeeding; the USDA Midwest Region Policy Memo #91-6 dated January 30, 1991. WIC Nutrition Services Standards, USDA, Nov. 2001]

**Action Plan:**

1. Provide the following training sessions for local agency staff:
  - a. Peer Counselor training to all newly hired peer counselors before they begin acting as WIC peer counselors.

- b. Incorporate appropriate breastfeeding training into General Orientation and Nutrition Orientation.
- c. Breastfeeding Coordinator training to all newly assigned breastfeeding coordinators.
- d. Lactation Management Courses annually for all staff that works with breastfeeding mothers. CPA staff is encouraged to attend every three years to remain current on evidence-based lactation practice.

**Means of Evaluation:** Objective 3 will be measured through the sign-in sheets and evaluations provided at the training sessions and maintained on file.

**Objective 4:** Provide technical assistance on improving local breastfeeding services.

**Functional Area:** Organization and Management, Nutrition Services, and Nutrition Services Administration.

[Cross-references: Healthy People 2020, Breastfeeding; the USDA Midwest Region Policy Memo #91-6 dated January 30, 1991. WIC Nutrition Services Standards, USDA, Nov. 2001]

**Action Plan:**

1. Six Regional Breastfeeding Support Centers will employ at least one IBCLC credentialed health professional.
2. Encourage the hiring and or attainment of the IBCLC credential among WIC professionals.
3. Continue to have the State Breastfeeding Committee provide representation to the Indiana Perinatal Association Breastfeeding Subcommittee to enhance statewide collaboration.
4. Participate in ISDH Breastfeeding Work Group that includes WIC, Maternal and Child Health, and the Department of Nutrition and Physical Activity staff.

**Means of Evaluation:** Objective 4 will be measured by the completion of each Action Plan component.

**Goal VI: The Indiana WIC Program will prepare for Electronic Benefit Transfer (EBT).**

**Assessment:** Indiana must be EBT compliant by 2020. Electronic Benefit Transfer will benefit both participants and WIC staff. Food purchases may be made throughout the month, which allows participants to purchase food at multiple stores on multiple days. Tracking of food instruments and pricing as well as card replacement is much easier with EBT.



**Objective 1:** Launch EBT by 2015.

**Functional Area:** Food Delivery Systems, Information Systems, and Food Funds Management.

[Cross Reference: Healthy, Hunger-Free Kids ACT of 2010]

**Action Plan:**

1. Complete all USDA Handbook 901 requirements related to management information system development.
2. Indiana WIC plans to submit its revised EBT PAPD to USDA by December 2011.
3. Submittal of IAPD to USDA is planned for August 2014.
4. The EBT pilot process is projected to begin in September 2015.
5. EBT will be implemented statewide by September 2016.
6. Educate and support vendor participation in EBT roll out.
7. Educate and support WIC clinic staff participation in EBT roll out.

**Means of Evaluation:** Objective 1 will be measured by successful planning and implementation of contracts that execute EBT. Success is measured by participation of vendors and clinic staff in EBT planning and implementation.